

# Nourishing Nordics



A Celebration of Sustainable Foodways in Scandinavia



OFFICE OF  
**RESEARCH**  
Utah State University.

**Utah State** University  
JOURNALISM & COMMUNICATION

**Public Relations**

**Planning**  
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# BACKGROUND

## Research trip

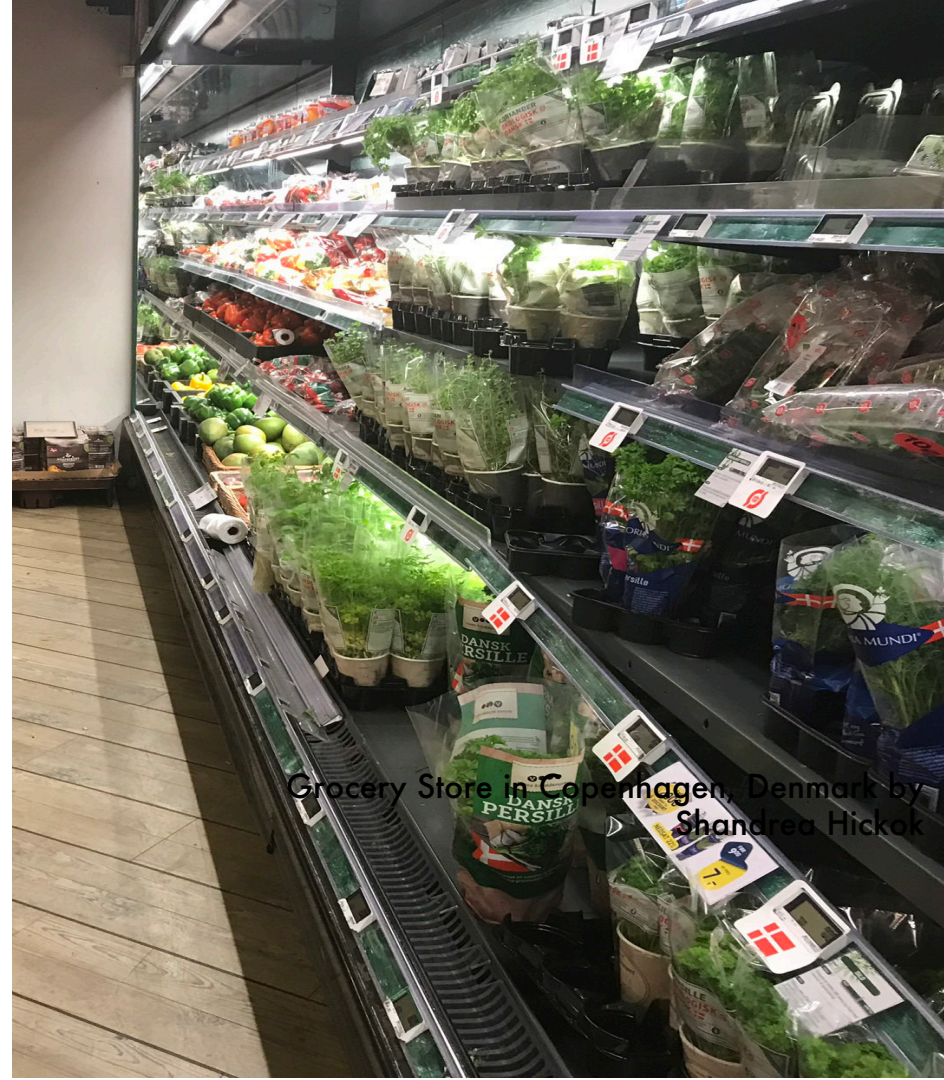
- Won research grant to travel to Denmark, Norway and Sweden in Summer 2018
- Documented sustainable food and beverages through vlogs, photography, video and interview

Sustainable practices:

- Organic, local, fair-trade and vegetarian
- Recycling and composting

Ranked highest in world for sustainability

*Source: Global Sustainable Competitiveness Index*



Grocery Store in Copenhagen, Denmark by Shandrea Hickok

# CONTEXT

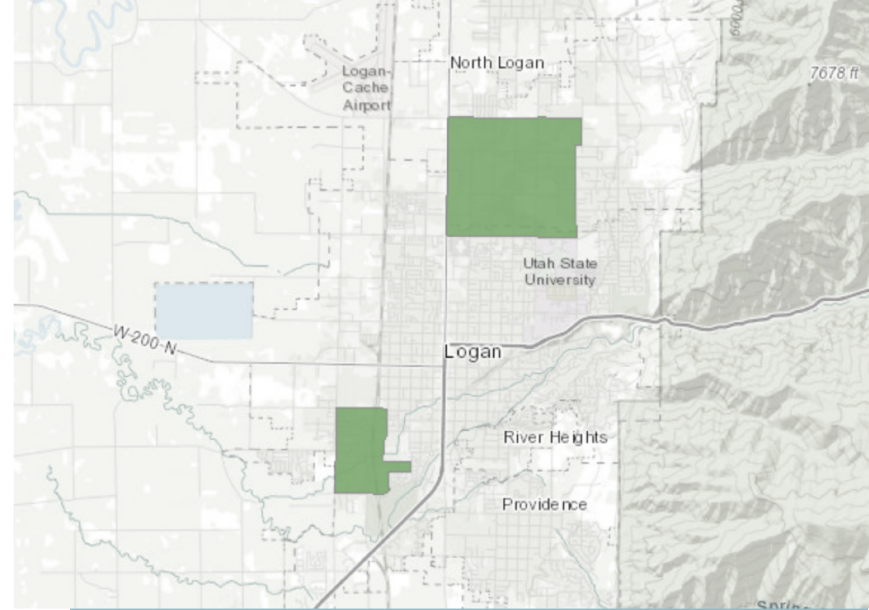
## Impact in Utah

- 10th in nation for Scandinavian ancestry
- 14.9% Scandinavian in Utah
- 15.6% in Cache Valley – *US Census*

## Local food crisis

- Limited access to sustainable food options on campus
- Food Deserts in 20 of 29 Utah Counties – *USDA*
- Ranked 8<sup>th</sup> worst in U.S. for access to local foods – *Locavore Index*

**Solution:** Dining Services willing to have sustainable options if more demand



Food Deserts in Cache Valley – *USDA*

# COMMUNITY EVENT

## Purpose

- Conduct research with strategic plan and measure event success with surveys and participation
- Educate public about Scandinavia's devotion to sustainable foods and Utah's connection to Nordic ancestry

## Goal

Host USU and Cache Valley community event that will attract at least 200 attendees

# Nourishing Nordics

A Celebration of Sustainable  
Foodways in Scandinavia

Monday, April 15, 2019 during Earth Week  
11 a.m. - 2:30 p.m.

International & Sunburst Lounges  
Taggart Student Center (TSC)  
Utah State University

- ▣ Food Tasting: local, organic, vegetarian & gluten-free options
- ▣ Sustainable Living: permaculture, fair trade, composting & recycling
- ▣ Heritage: family history & live performances by Salt Lake Scandinavian Music & Dance



# PROCESS

## Objectives

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- Increase awareness of food vendors and Nordic staples among 50% of event guests
- Get at least 25% of guests to explore ancestry and heritage
- Achieve public interest and reach among 60% of target audiences
- Obtain media coverage by at least 5 media channels

## Strategies

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- Provide free food tasting, heritage partners, live music and dance, genealogy and educational booths
- Create a widespread public relations campaign to connect with audience
- Develop media kit and connect with media

## Tactics

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- Create Save the Date months before to reach local vendors for participation
- Invite genealogy specialists
- Promote on social media, campus and community
- Identify reporters with Cision and distribute press release, backgrounder, biography, PSA and event flyers

# RESULTS

## Sponsors



## Vendors

**Food:** Crumb Brothers, Caffe Ibis, Bees Brothers, Butcher Bunches, Rockhill Creamery, Organic Valley Dairy, Natural Grocers, Smith's Grocery Store, Lofthouse Farms, Swedish Heritage Societies of Cache Valley and Salt Lake City

**Sustainable Living:** Logan City Recycling, Stokes Nature Center, Cache Valley Composting, Cache Valley Gardeners' Market, Environmental Activist Jack Greene, Island Market and Global Villages/Fair Trade Logan

**Utah State University:** Blue Goes Green Sustainability Office, Dining Services, Student Organic Farm, Food Recovery Network, Campus Kitchen at USU, Permaculture Garden and the Office of Global Engagement

**Heritage:** Salt Lake Scandinavian Music and Dance, Bear River Heritage Area (BRHA), Logan Family History Center, Hyrum City Museum, Daughters of Utah Pioneers Museum and the American West Heritage Center

# RESULTS

## Press coverage

- Utah State Today News & The Herald Journal
- KVNU Radio
- Local and Salt Lake City Online Calendars

## Social Media

- Facebook Events and Instagram

The screenshot shows a Facebook event page for "Nourishing Nordics: A Celebration of Sustainable Foodways in Scandinavia". The event is scheduled for Monday, April 15, 2019, during Earth Week, from 11 a.m. to 2:30 p.m. at the International & Sunburst Lounges in the Taggart Student Center (TSC) at Utah State University. The event includes food tasting, sustainable living information, family history, and a live performance by Salt Lake Scandinavian Music & Dance. Logos for Dining Services, Utah State University, and various sponsors are displayed. The event has 5.5K people reached and 168 responses in the last 7 days. The page also shows a "Promotions" section with a "Continue promoting" button and a "Boost Event" button. A notification banner at the bottom states: "New! We've simplified the options for promoting your event."

**Nourishing Nordics**  
A Celebration of Sustainable Foodways in Scandinavia

Monday, April 15, 2019 during Earth Week  
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International & Sunburst Lounges in Taggart Student Center (TSC)  
Utah State University

Food Tasting • Sustainable Living • Family History  
With a live performance by Salt Lake Scandinavian Music & Dance

DINING SERVICES  
Utah State University

Utah State University

Smith's

Completed - \$10.00 spent  
**Nourishing Nordics will kick-o...**  
656 stars 4 30  
View Details

New! We've simplified the options for promoting your event.

Event  
Help people find out about your event by sharing it in News Feed.  
Share Event

# FUTURE PLANS

## Project Sustainability

- Website: [ScandinavianFoodways.com](http://ScandinavianFoodways.com)
- USU Digital Commons
- Logan City Museum
- Sustainable Foods at USU

## Community Organizing

- Logan Downtown Alliance Nordic Days
- Swedish Heritage Society of Cache Valley
- Bear River Heritage Area National Designation



Kitchen from 1914-1945 at  
Skansen Museum in Stockholm, Sweden



# Questions?

“

Foods can evoke nostalgia for past times, and sustaining memories can be as nourishing to our spirits as a warm cup of hot chocolate...

”

—Jacqueline S. Thursby